



# Sweet Spreads Packaging in Mexico

September 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Sweet spreads packaging grows as household incomes increase, with PET bottles driving growth

Easy-squeeze flexible plastic packaging solutions for sweet spreads enhance accessibility

Glass jars and the 500g pack size lead despite evolving consumer preferences

### PROSPECTS AND OPPORTUNITIES

Health awareness to drive growth for sweet spreads packaging that emphasises clarity and trust

Competitive landscape likely to heat up due to global and local investments

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